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HERE'S ONE WAY TO HELP WIN THIS WAR



ONIONS

— c
a
POUND

SPINACH

— c
a
POUND

**ASPARAGUS
and
SPINACH
are
VICTORY
FOOD
SPECIALS**

during the period
**JUNE 1
through
JUNE 8**

**PUT A PUSH
BEHIND THEM**

As Independent Wholesale Distributors it is our job to promote distribution and consumption of Fresh Fruits and Vegetables during this war. A tremendous volume of foods which can be processed, stored and shipped overseas must be used for military forces and for feeding our Allies. **MORE PERISHABLE FOODS MUST BE USED AT HOME!**

The Agricultural Marketing Administration, U. S. Department of Agriculture, is prepared to give wide publicity—by radio and press—to a fruit or vegetable designated as a **VICTORY FOOD SPECIAL**. Wholesale distributors should hook in on these campaigns and put special merchandising efforts behind these commodities as they are designated.

Independent Retailers, still handling by far the largest volume of fresh fruits and vegetables, must depend on the Independent Wholesale Distributors for reliable and up-to-the-minute information on these **VICTORY FOOD SPECIALS**, as announced by the Department of Agriculture. The National League will see that its members get these announcements promptly. You, in turn, pass the information on to your outlets.

Urge retailers to **PLAY UP** a **VICTORY FOOD SPECIAL** in store display and in all advertising. The **VICTORY FOOD SPECIAL** cuts printed on this page can be obtained in mat form through the Washington office of the National League of Wholesale Fresh Fruit and Vegetable Distributors for the nominal sum of 50 cents a mat. Each mat carries all the cuts shown on this page and an additional cut that is 4 inches wide. When five or more mats are ordered, the price is 40 cents per mat. Castings can be made from the mats. Get them for your own use. Get them and pass them on to your retail buyers.

Urge retailers to use the **VICTORY FOOD SPECIAL** cut in their ads, in window displays, and as price cards in line with suggestions on this page. Impress them with the fact that a **VICTORY FOOD SPECIAL** sign may be used only on a commodity that has been designated as such by the U. S. Department of Agriculture. Such designation will be made only when a commodity is in heavy production, abundant supply, and when the price makes purchase a real bargain for the consumer.


Don't forget there is a great national campaign on to educate our people in the nutritional values of foods and the importance of balanced diets. Fresh fruits and fresh vegetables are most prominent in that campaign. By getting behind these **VICTORY FOOD SPECIALS** we can do our "bit" in two major movements of great importance in our war efforts.

Use these cuts on **VICTORY FOOD SPECIAL** commodities in your own establishment. See that your retailers have them and help them make effective use of the cuts.

Further information available through Marketing Reports Division, Agricultural Marketing Administration, U. S. Department of Agriculture, Washington, D. C., or write to—


**ONIONS
are on the
VICTORY
FOOD
SPECIAL
list for the
period of
JUNE 8
through
JUNE 15**

**GET READY
TO MOVE THE
GEORGIA
CAROLINAS
PEACH
CROP**



ASPARAGUS

— c
a
Bunch



**GEORGIA
PEACHES**

— c
a
Pound

512 F St. N.W.

WASHINGTON D. C.

